

**AMENDMENTS TO THE CLAIMS**

This listing of claims will replace all prior versions and listings of claims in the application:

**Listing of Claims:**

1. (Currently Amended) A method for marketing and selling sponsorship of a directory listing within a system that displays directory listings in response to search criteria submitted by a user, the method comprising:

~~comprising:~~

~~permitting a search;~~

~~presenting a plurality of listings to the user based on the search criteria;~~

~~in response to a user selection of one of the listings, displaying a search result, the search result comprising a the selected listing as a sponsoree listing of a sponsoree[{}], and incorporating a designated active and browseable sponsor web page of a sponsor on the same page as the sponsoree listing search result, wherein if the wherein no further browsing is required to see a content of the sponsor web page; and enabling wherein the sponsoree associated with the sponsoree listing to may replace the sponsor web page of the sponsor with any other web page selected by the sponsoree upon payment of consideration by the sponsoree data.~~

2. (Currently Amended) The method of claim 1, ~~further comprising: wherein~~ said presenting step comprises displaying a the plurality of results on a single page, with no sponsors sponsor web page; and wherein, said displaying step comprises ,when a user selects a single result from the plurality of results, subsequently displaying the selected result with the incorporated designated sponsor web page of a sponsor.

3. Canceled

4. (Currently Amended) The method of claim ~~3~~ 2, wherein the listings displayed in said presenting step do not include essential element comprises a telephone number in a telephone directory.

5. (Currently Amended) The method of claim 4, wherein, in said displaying step, the plurality of results are, sponsoree listing is displayed with a "call now button" that automatically connects the user with a selected listee ~~sponsoree selected~~.

6. (Currently Amended) The method of claim 5, wherein a ~~telephone~~ call using the call now button is free to the user.

7. (Currently Amended) The method of claim 6, wherein the ~~telephone~~ call may be charged to one of the following: the selected listee ~~selected~~, the sponsor of the selected listee ~~selected~~, or another sponsor.

8. (Currently Amended) The method of claim 5, further comprising playing ~~a~~ advertising an advertisement to the user prior to connecting the user with the selected listee ~~selected~~.

9. (Currently Amended) The method of claim 5, further comprising playing an ~~advertising~~ advertisement to the listee prior to connecting the user with the selected listee.

10. (Original) The method of claim 1, further comprising displaying a licensee's data if the user connected to the directory from a licensee.

11. (Currently Amended) The method of claim 10, further comprising tracking the user for ~~statistical and revenue sharing~~ data mining purposes.

12-30. (Canceled)

31. (New) The method of claim 1, wherein sponsor information may be navigated by the user.

32. (New) A method for marketing and selling sponsorship of a directory listing within a system that displays directory listings in response to search criteria submitted by a user, the method comprising:

presenting a listing to the user based on the search criteria; and  
in response to a user selection of the listing, transmitting listee information, sponsor information, and framing information to the user for use in generating a display.

33. (New) The method of claim 32, wherein the listee information includes contact information related to the listee.

34. (New) The method of claim 32, wherein the sponsor information includes a Universal Resource Indicator (URI).

35. (New) The method of claim 32, wherein the sponsor information includes a web page.

36. (New) The method of claim 32, wherein the sponsor information includes multi-media objects.

37. (New) The method of claim 32, wherein the framing information frames the listee information in a web page and the sponsor information in an HTML frame.

38. (New) The method of claim 37, wherein sponsor information may be navigated by the user.

39. (New) The method for marketing and selling sponsorship of a directory listing of claim 38, further comprising:

determining if a backer paying a higher impression price to sponsor the listee information wishes to sponsor the directory listing; and

bumping the sponsor from sponsorship of the directory listing in favor of the backer paying a higher impression price.

40. (New) The method of claim 32, further comprising communicating accounting logic to bill the sponsor based upon impression criteria.

41. (New) The method of claim 40, wherein the impression criteria includes the number of times the sponsor information is displayed.

42. (New) The method of claim 40, wherein the impression criteria includes a billing period of time.

43. (New) The method of claim 40, wherein the accounting logic provides a basis for which incentives are provided to the user.

44. (New) The method of claim 32, further comprising transmitting call connection logic to the user to display a call connection option with which a potential sponsor may communicate with the system.

45. (New) The method of claim 32, further comprising a sponsor searching the directory listings to determine a category of listee available for sponsorship.

46. (New) The method of claim 45, wherein the category of listee available for sponsorship includes at least one of zip code, city, user data, demographic, keyword, Standard Industrial Classification (SIC), or individual directory listing.

47. (New) The method of claim 46, further comprising providing a price quote to the sponsor of the category of listee available for sponsorship.

48. (New) The method of claim 47, wherein the price quote is based upon the number of times the sponsor information is displayed.

49. (New) The method of claim 47, wherein the price quote is based upon a billing period of time.

50. (New) The method of claim 47, further comprising the sponsor entering an auction with other bidders if the sponsor declines the price quote.

51. (New) A method for incorporating sponsorship information with listee information in a directory listing within a system that displays directory listings in response to search criteria submitted by a user, the method comprising:

logging into the system by a potential sponsor;

entering potential sponsor information to be displayed in the directory listing in response to search criteria submitted by the user; and

determining if the potential sponsor wishes to sponsor the directory listing, wherein the potential sponsor sponsors the directory listing by providing a Universal Resource Indicator (URI), accepting a hosting agreement and incorporating sponsorship information to be displayed with listee information in the directory listing.

52. (New) The method for incorporating sponsorship information with listee information of claim 51, wherein the Universal Resource Indicator (URI) is a web page.

53. (New) The method for incorporating sponsorship information with listee information of claim 51, wherein the Universal Resource Indicator (URI) is multimedia content.

54. (New) The method for incorporating sponsorship information with listee information of claim 51, wherein the hosting agreement is between the potential sponsor and a third party hosting company.

55. (New) The method for incorporating sponsorship information with listee information of claim 52, wherein the Universal Resource Indicator (URI) is recorded in a database of sponsorships as the potential sponsor's sponsorship information.

56. (New) The method for incorporating sponsorship information with listee information of claim 51, further comprising the potential sponsor providing payment for the hosting agreement.

57. (New) The method for incorporating sponsorship information with listee information of claim 51, wherein the search criteria submitted by the user is at least one of zip code, geographic location, distance from a known location, user data, demographic, keyword, industry name, Standard Industrial Classification (SIC), size of business, or listee name.

58. (New) The method for incorporating sponsorship information with listee information of claim 51, further comprising determining a fiat price to charge the potential sponsor to purchase sponsorship.

59. (New) The method for incorporating sponsorship information with listee information of claim 58, wherein the fiat price is computed by at least one of a set number of impressions, an expected number of impressions, a billing period of time, a

historical average of prices of previous sponsorships, or indications of demand for sponsorship, other sponsorships and business relationships of the potential sponsor.

60. (New) The method for incorporating sponsorship information with listee information of claim 51, further comprising offering the potential sponsor an opportunity to bid on the directory listing by entering a bid price.

61. (New) The method for incorporating sponsorship information with listee information of claim 60, wherein the bid price must be greater than or equal to a minimum bid price.

62. (New) The method for incorporating sponsorship information with listee information of claim 61, wherein the minimum bid price is computed by at least one of a set number of impressions, an expected number of impressions, a billing period of time, a historical average of prices of previous sponsorships, or indications of demand for sponsorship.

63. (New) The method for incorporating sponsorship information with listee information of claim 60, further comprising recording bids in a database when a potential sponsor bids on a directory listing by entering a bid price.

64. (New) The method for incorporating sponsorship information with listee information of claim 63, further comprising notifying a potential sponsor when competing bids are recorded in the database.

65. (New) The method for incorporating sponsorship information with listee information of claim 64, further comprising closing bidding and selecting a winning sponsorship bid.

66. (New) The method for incorporating sponsorship information with listee information of claim 65, wherein closing is determined by at least one of a specific time period ending, a number of bids received, or an operator intervening.

67. (New) The method for incorporating sponsorship information with listee information of claim 65, further comprising billing the winning sponsor as indicated by the winning sponsorship bid.

68. (New) The method for incorporating sponsorship information with listee information of claim 67, further comprising confirming the winning sponsor paid for the sponsorship and notifying other potential bidders that did not win.

69. (New) The method for incorporating sponsorship information with listee information of claim 51, further comprising bumping the potential sponsor from sponsorship of the directory listing in favor of a backer paying a higher impression price to sponsor the listee information.

70. (New) A method for marketing and selling sponsorship of a directory listing within a system that displays directory listings in response to search criteria submitted by a user, the method comprising:

presenting a listing to the user based on the search criteria;

determining if a sponsor for the listing exists based upon the search criteria and a bidding process where a highest bidder for the search criteria is selected as the sponsor for the listing;

evaluating if a listee in the presented listing has paid to bump the selected sponsor for the listing when the selected sponsor would otherwise have sponsor information presented in proximity to listee information based upon the search criteria; and



based upon the listee bump payment evaluation, transmitting listee information and framing information to the user for use in generating a display if the bump payment was made, and if the bump payment was not made, transmitting sponsor information and framing information to the user for use in generating a display.

71. (New) A system for marketing and selling sponsorship of a directory listing that displays directory listings in response to search criteria submitted by a user, the system comprising:

means for presenting a plurality of listings to the user based on the search criteria;

means for displaying, in response to a user selection of one of the listings, the selected listing as a sponsoree listing and a designated active and browseable sponsor web page of a sponsor on the same page as the sponsoree listing,

wherein no further browsing is required to see a content of the sponsor web page; and

means for enabling the sponsoree associated with the sponsoree listing to replace the sponsor web page with any other web page selected by the sponsoree upon payment of consideration by the sponsoree.

72. (New) A data storage medium with computer-executable instructions for marketing and selling sponsorship of a directory listing within a system that displays directory listings in response to search criteria submitted by a user comprising:

instructions for presenting a plurality of listings to the user based on the search criteria;

instructions for, in response to a user selection of one of the listings, displaying the selected listing as a sponsoree listing and a designated active and browseable sponsor web page of a sponsor on the same page as the sponsoree listing, wherein no further browsing is required to see a content of the sponsor web page; and

instructions for enabling the sponsoree associated with the sponsoree listing to replace the sponsor web page with any other web page selected by the sponsoree upon payment of consideration by the sponsoree.

73. (New) A system for marketing and selling sponsorship of a directory listing that displays directory listings in response to search criteria submitted by a user, the system comprising:

- means for presenting a listing to the user based on the search criteria; and
- means for, in response to a user selection of the listing, transmitting listee information, sponsor information, and framing information to the user for use in generating a display.

74. (New) A data storage medium with computer-executable instructions for marketing and selling sponsorship of a directory listing within a system that displays directory listings in response to search criteria submitted by a user comprising:

- instructions for presenting a listing to the user based on the search criteria; and
- instructions for, in response to a user selection of the listing, transmitting listee information, sponsor information, and framing information to the user for use in generating a display.

75. (New) A system for incorporating sponsorship information with listee information in a directory listing that displays directory listings in response to search criteria submitted by a user, the system comprising:

- means for logging into the system by a potential sponsor;
- means for entering potential sponsor information to be displayed in the directory listing in response to search criteria submitted by the user; and
- means for determining if the potential sponsor wishes to sponsor the directory listing, wherein the potential sponsor sponsors the directory listing by providing a Universal Resource Indicator (URI), accepting a hosting agreement and incorporating

sponsorship information to be displayed with listee information in the directory listing.

76. (New) A data storage medium with computer-executable instructions for incorporating sponsorship information with listee information in a directory listing within a system that displays directory listings in response to search criteria submitted by a user comprising:

- instructions for logging into the system by a potential sponsor;
- instructions for entering potential sponsor information to be displayed in the directory listing in response to search criteria submitted by the user; and
- instructions for determining if the potential sponsor wishes to sponsor the directory listing, wherein the potential sponsor sponsors the directory listing by providing a Universal Resource Indicator (URI), accepting a hosting agreement and incorporating sponsorship information to be displayed with listee information in the directory listing.

77. (New) A data storage medium with computer-executable instructions for marketing and selling sponsorship of a directory listing in a system that displays directory listings in response to search criteria submitted by a user comprising:

- instructions for presenting a listing to the user based on the search criteria;
- instructions for determining if a sponsor for the listing exists based upon the search criteria and a bidding process where a highest bidder for the search criteria is selected as the sponsor for the listing;
- instructions for evaluating if a listee in the presented listing has paid to bump the selected sponsor for the listing when the selected sponsor would otherwise have sponsor information presented in proximity to listee information based upon the search criteria; and
- instructions for, based upon the listee bump payment evaluation, transmitting listee information and framing information to the user for use in generating a display if the bump payment was made, and if the bump payment was not made, transmitting

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sponsor information and framing information to the user for use in generating a display.

78. (New) A method for marketing and selling sponsorship of a directory listing within a system that displays directory listings in response to search criteria submitted by a user, the method comprising:

presenting a listing to the user based on the search criteria;

determining if a sponsor for the listing exists based upon the search criteria and a bidding process where a highest bidder for the search criteria is selected as the sponsor for the listing;

evaluating if a listee in the presented listing has paid to bump the selected sponsor for the listing when the selected sponsor would otherwise have sponsor information presented in proximity to listee information based upon the search criteria; and

based upon the listee bump payment evaluation, transmitting listee information and framing information to the user for use in generating a display if the bump payment was made, and if the bump payment was not made, transmitting sponsor information and framing information to the user for use in generating a display.